

Your Advertisement

Should be on this page if you make anything in El Paso. For space, phone 2920 and ask for Advertising Manager.

Buy your Butter from the Shop.
"Where Quality and Cleanliness Reign Supreme."

THE GOLDEN COW BUTTER SHOP

209 Mesa Ave. Next to Kress



WE MANUFACTURE AND REPAIR THEM ALL
E. T. AMONETT
400-2 TEXAS ST. EL PASO

If It Is "Made In El Paso" You Will Find It Here

EL PASO TRUNK FACTORY

Established 17 Years.



WE MANUFACTURE ALL STYLES OF TRUNKS, SAMPLE CASES AND SMALL LEATHER GOODS.

We also repair and exchange Trunks and Traveling Goods.

EL PASO TRUNK FACTORY

Opposite Post Office.

Across Plaza.

Next to Crawford Theatre.—Tel. 1054.

Carrying Cases "Made to Order in El Paso."

Consumers Ice and Cold

Storage Co.

Successors to

RIO GRANDE ICE & FUEL CO.

Food will win the war. Don't waste it.

Buy W. S. S.

Easy on the Pocketbook—and Pleasant For You

One of the BIG considerations in buying is the matter of PRICE.

PRICES in El Paso will be found to compare MOST FAVORABLY with prices in other cities. El Paso merchants rarely CUT prices, because they are not in the habit of INFLATING them.

They make it a practice to sell DEPENDABLE merchandise upon a REASONABLE basis.

They look for their profits along far-sighted LINES—thru HOLDING their customers and gradually building up their FOLLOWING.

They aim to deliver FULL VALUE for every dollar you spend with them—to give Scriptural measure, "pressed down and running over."

The SPIRIT is to PLAY FAIR and foster FRIENDLY FEELING.

Your dollar will really GO FARTHER in El Paso.

Make the TEST and see for yourself—and please feel that when you DO come to El Paso you'll be coming among FRIENDS! You'll be dealing with a body of businessmen that will treat you in a manner that will make you FEEL LIKE COMING AGAIN!

They'll make your SHOPPING TRIPS to El Paso easy on the POCKETBOOK—and PLEASANT FOR YOU!

(Copyrighted, 1918).

\$10.00 In War Savings Stamps For The Best Slogan For The Fourth Liberty Loan

In order to further advertise the Fourth Liberty Loan The Herald will again this week give \$10.00 in War Savings Stamps (two \$5.00 War Savings Stamps) to the person sending in the slogan that the judges decide is best suited to advertising the Fourth Liberty Loan.

RULES OF CONTEST—READ CAREFULLY.
Everyone in the Southwest is eligible, except employees of The Herald and members of their families. Each contestant may send in as many slogans as they like, but write only one slogan on each sheet of paper, together with your name and address. Address all answers to "MADE IN EL PASO" Editor, care of El Paso Herald. Contest closes promptly at 6 o'clock p. m. next Thursday, Oct. 2d, and all slogans must be in The Herald office before that hour. In case of the prize will be divided. Decision of judges is to be final. Winner will be announced on this page next Saturday.

LAST WEEK'S WINNER.

Mary C. Pittman, 1325 Golden Hill Terrace, El Paso, Texas.

The winning slogan:

"GET YOUR GUN AND GET A HUN!"

SEND YOUR SON OR SPEND YOUR MON!"

BUT GET A HUN!"

BUY BONDS OF THE 4TH LIBERTY LOAN.

The prize of two War Savings Stamps will be mailed to the winner by registered mail.

La Internacional Cigars

MADE IN EL PASO

"MADE IN EL PASO" Since 1881

MADE IN EL PASO

Quality All The Time



The Dixie Mattress

If you have a Dixie Mattress on your bed, abundance of comfort awaits to welcome your tired body. With remarkable ease, its deep springy softness soothes every muscle and limb in your body, calms your nerves and helps nature induce sound, refreshing sleep.

The Dixie Mattress Is Sold By All Good Dealers.

H. NORDWALD & CO. Inc.

Mattress Manufacturers and Wholesale Furniture Jobbers.

The People of El Paso and the Southwest

want to buy "Made in El Paso" Products. If you manufacture a "Made in El Paso" product let the people know it. Make your announcement on this page. For rates phone The Herald 2920 and ask for the advertising manager.



MADE IN EL PASO

"U. S. Inspected Meats."

Peytons Packing Company

El Paso, Texas.

Don't take what you can get! Let us make what you want. Old jewelry made new. Repairing done, too. We make anything from a brooch to a ring.

CURTIS & KING

Manufacturing Jewelers
115 Texas Street.
"Truth Tells Our Jewelry"

Oh, What a Difference When we clean Your Clothes

Wilson-Millican

The Best Cleaners
The Best Work
The Best Service

What more can you ask? We also clean and block hats.
PHONE 4400

BRING

In your old Gold and Jewelry; I will melt it and make beautiful new Jewelry of it.

CHAS. A. BERG

Practical Gem Cutter,
209 San Francisco St.

TANKS, CULVERTS, SILOS

"Made in El Paso"

Let us quote you prices.

HILLS, SUTTON & WHITE MFG. CO.

Swanson Says—

You Are Judged

By the company you keep and the clothes you wear! Wear good clothes—you will find that they are much cheaper in the end. In addition you will receive greater comfort and satisfaction and present a better appearance.

Swanson's clothes have been known over the Southwest for a generation as the best that can be bought.

Swanson—The Tailor

1888—"Time Is The Test"—1918

Hotel Sheldon Bldg.

Pioneer Plaza.

MADE IN EL PASO

President—Ambassador
—Statesman Coffee

C. H. FINLEY COMPANY

510-514 STATION ST. PHONE 262-263

"Made in El Paso" Products

MADE IN EL PASO

Pure Milk Saves More Babies

Than any other health measure.

BUY CERTIFIED MILK FOR YOUR BABY

Certified Milk is produced only by the El Paso Dairy Co., under the supervision of the Milk Committee of the El Paso County Medical Association. Ask your doctor.

EL PASO DAIRY CO.

CITY OFFICE: 423 N. OREGON ST.

Fischbein Brothers

MERCHANT TAILORS

2nd Floor City National Bank Bldg.

BUY CLOTHES
"Made in El Paso."

You Keep El Paso Money at Home.

KracKajack S. and S.
(Sotol and Soapweed)
cutters are made in El Paso—they save cattle.

Manufactured by Kra-kauer, Zork & Moye's S.I.,
El Paso, Texas. Write for full details.

The Texas Tire Co.

Manufacturers of

DOUBLE TREAD TIRES

710 Texas St. Phone 6016

Prices on Double Tread Tires:

30x3 1/2	Tire	\$ 7.00
30x3 1/4	Tire	6.00
32x3 1/2	Tire	8.00
32x4	Tire	10.00
34x4	Tire	12.00

Demand "Made in El Paso" Products and help yourself by helping your city grow.

El Paso Sash & Door Co.

ART GLASS

LEADED GLASS, MIRRORS

WOODWORK OF ALL KINDS

MADE IN EL PASO

EL PASO SASH & DOOR CO.

A Hint to Housewives—

Buy Valley Grown Vegetables.
"Made in El Paso" Food Products.

And Cook with Gas!

El Paso Gas Co.

425 No. Oregon St.

AWNINGS
AND
CURTAINS
Made in El Paso

for residences, stores and office buildings.

"If it is made of Duck or Canvas, we make it."

EL PASO TENT & AWNING COMPANY

129 San Francisco St.
Phone 2044

FURNITURE REPAIRING

We have just installed the latest improved machinery for cleaning and weaving rugs.

R. L. DANIEL FURNITURE AND MATTRESS FACTORY

704 Texas St. Phone 1025-1070

MATTRESSES

Wholesale and Retail

We Renovate Old Mattresses and Make Them Like New

We have just installed the latest improved machinery for cleaning and weaving rugs.

CLARKE MATTRESS AND RUG CO.
Phone 1025-1070—417
2212 MYRTLE AVE.

Everyone should have in the home a case of BRAVO. "The Drink Supreme," and keep a number of bottles on ice ready to serve your friends when they call. BRAVO is delicious, especially when served with luncheon. Order a case today! Just phone 4800.

BRAVO

The Drink Supreme

BRAVO is a pure, cereal, non-intoxicating beverage which can be sold without a government license and in full accordance with national regulations governing army camps.

El Paso Brewing Association

Phone 4800.

El Paso, Texas.

Spick & Span Are Really Getting Famous for Laundering Blankets and Quilts

From the large number of new names on our books every week it is evident that our satisfied patrons are telling their friends to send their Blankets and Quilts to Spick and Span for careful laundering. Our modern equipment and careful service insure your Blankets being returned to you thoroughly cleaned and ready for service. Unusually prompt attention to Parcel Post bundles.

Elite Laundry, El Paso, Texas

The Home of Spick and Span.

Phone 2177.



Flowers "Grown in El Paso"

At

POTTER

Floral and Confectionery Co.
Bible Bldg. Martie Bldg.
El Paso's Flowerphone 8100.

MR. HOOVER WILL TELL YOU—
"The Housewives of El Paso can assist in the winning of the war by purchasing 'Made in El Paso' Products. By so doing they will assist in relieving freight congestion and will also increase the city's prosperity."

PURITY BAKING CO.

BUY WAR SAVING STAMPS

LOOK, WHAT WE MANUFACTURE IN LEATHER
For the Horse—Saddles, bridles and headstalls.
For the Man—We manufacture leather outstaps, gun cases, cartridge belts, hat straps, spur straps, holsters, cases, leather belts, cow-boy chaps.
Special attention given to outfit town orders.
SHELTON PAYNE ARMS COMPANY
Headquarters for Sport Goods. 217 Texas St.

Use—

Globe Mills Flour and Corn Meal and help the Southwest grow.

In what other section are you interested?

GLOBE MILLS

El Paso, Texas

FOR TAN, SUNBURN AND ROUGH SKIN
Use Warner's Witch Hazel Cream. "MADE IN EL PASO." This Cream works like magic in clearing up of Tan, Sunburn or Rough Skin. Try a bottle—25c for 3 ounce bottle or 50c for an 8 ounce bottle. 3 ounce bottle mailed to any address on receipt of 30 cents.
WARNER DRUG COMPANY
Phone 781 Grand Hotel Block

DuSang & Wellborn

Manufacturers of
RUGS, MATTRESSES, CUSHIONS AND SLIP COVERS.
CARPETS cleaned, repaired and laid.
FURNITURE stored, packed and shipped.

PHONE 3999
Established 1910. Retail Only.

Momsen-Dunnegan-Ryan Co.

Co.

"MADE IN EL PASO"

Sheet Metal Products, Stock Watering Troughs and Tanks.
Mine Air Pipe, Flues and Ventilators.

Special Pipe Fittings.

Prompt Mail Order Service.

Buy Coffee

"Made in El Paso"

Freshly roasted and delivered daily.

PAN-AMERICAN COFFEE CO.
413 Mesa. Phone 3160.